

A few simple rules that bring Loveliness

Occasionally you meet girls who are beautiful without effort; but most lovely people are lovely because *they know the rules*. To make the powder stay on, to prevent roughness, dullness, lines—requires intelligent care. Here are a few simple rules, approved by skin specialists, which every woman would do well to follow.

Never permit your face to look shiny; never let your skin look tired

Powder?—Yes. Just enough powder to have that soft, *natural* look. And when you powder, do it to *last*. Powdering in public is an admission that you are uneasy about your appearance.

The only way to make powder *stay* on is—*not* to put on an excessive amount—but to begin with the right powder base. Then you can carefully powder your face, and never have a moment's concern about its losing its soft, fresh appearance.

Never use a cold cream for a powder base. It is too oily. The right powder base is a greaseless, disappearing cream. Take just a little Pond's Vanishing Cream—a tiny bit—on your finger tips. Rub it lightly into your face. Instantly it disappears, leaving your skin smoother. Now powder as usual. Notice how smoothly the powder goes on—how natural it looks. You will find that it will stay on two or three times as long as ever before. You need never again fear a shiny face.

This Pond's Vanishing Cream is the best means, too, of freshening your skin when you are tired, yet must look your best. Just a bit of it rubbed into the skin relaxes in a moment the strained look around the mouth and eyes and brings new transparency to your complexion.



Chapping is a sign of carelessness

So is roughness. You can keep your skin as smooth as rose leaves all winter long. To go out even in the milder weather of winter without protecting your skin is simply reckless. Always, before going out, smooth a little Pond's Vanishing Cream into your face and hands. It softens the skin instantly, so that the cold cannot do it the least harm. It is a good idea to carry a tube of it right in your hand bag so that immediately before and after skating or motoring you can soften your hands and face with it. In this way the delicate texture of the finest skin will never suffer from exposure.

Why you need two kinds of cream, one with an oil base and one without

Remember, that for a powder base, for freshening the skin at a moment's notice, and to prevent chapping and roughness, you cannot use a cold cream. For this you need a cream without an oil base. Therefore, for all daytime and evening uses, apply Pond's *Vanishing Cream*. It is based on an ingredient which physicians have recommended for years for its softening, beautifying properties. It contains no oil, and it will not reappear in a shine.

On the other hand, for cleansing and massage it is Pond's *Cold Cream* that you should use. This has just the amount of oil necessary to remove the dust that lodges deep in the pores of the skin—and just the consistency for a good massage.

Neither of these creams will encourage the growth of hair on the face.

Get a jar or tube of each cream today at any drug or department store. You will realize for the first time how lovely your skin can be.



The bedtime cleansing that brings a clear skin. Never retire without it

Do you want to know why your skin is not always clear? Look at the cloth after cleansing your face with a cream that is prepared especially for cleansing. The dust will horrify you. It will make you realize that a dull looking skin is often nothing more or less than a skin not thoroughly cleansed.

The only means of keeping the skin clear of the dust that gets lodged deep within its pores is the cold cream bath. For this, Vanishing Cream will not do, for Vanishing Cream has no oil. The right cream for cleansing is one prepared with an *oil base*, specially for that purpose. At night rub Pond's *Cold Cream* into the pores of face, neck and hands, and wipe it off with a soft cloth. The formula for this cream was especially worked out to supply just the amount of oil to give it the highest cleansing power. Use it regularly in this way, and your skin will keep clear.



Catch the little lines before they grow big

By starting in time you can keep your face free of the wretched little lines that *will* keep starting. Once a week iron out these lines with a Pond's Cold Cream massage. Work from the center of the face outwards and upwards with Pond's Cold Cream. If your skin has a tendency to be rough and dry, leave a little of the cream on your face over night. By morning it will all be absorbed and your skin greatly improved in suppleness. Pond's Cold Cream has just the smoothness and body required to make a perfect massage cream.

Made in Canada

POND'S

Cold Cream & Vanishing Cream

One with an oil base and one without any oil



Free sample tubes—mail this coupon

Pond's Extract Co., 148-K Brock Ave., Toronto, Canada.

Please send me, *free*, the items checked:

Sample of Pond's Vanishing Cream.
Sample of Pond's Cold Cream.

Instead of the free samples, I desire the larger samples checked below, for which I enclose the required amount:

A 5c sample of Pond's Vanishing Cream.
A 5c sample of Pond's Cold Cream.

Name.....

Street.....

City..... Province.....